



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 30, 2005

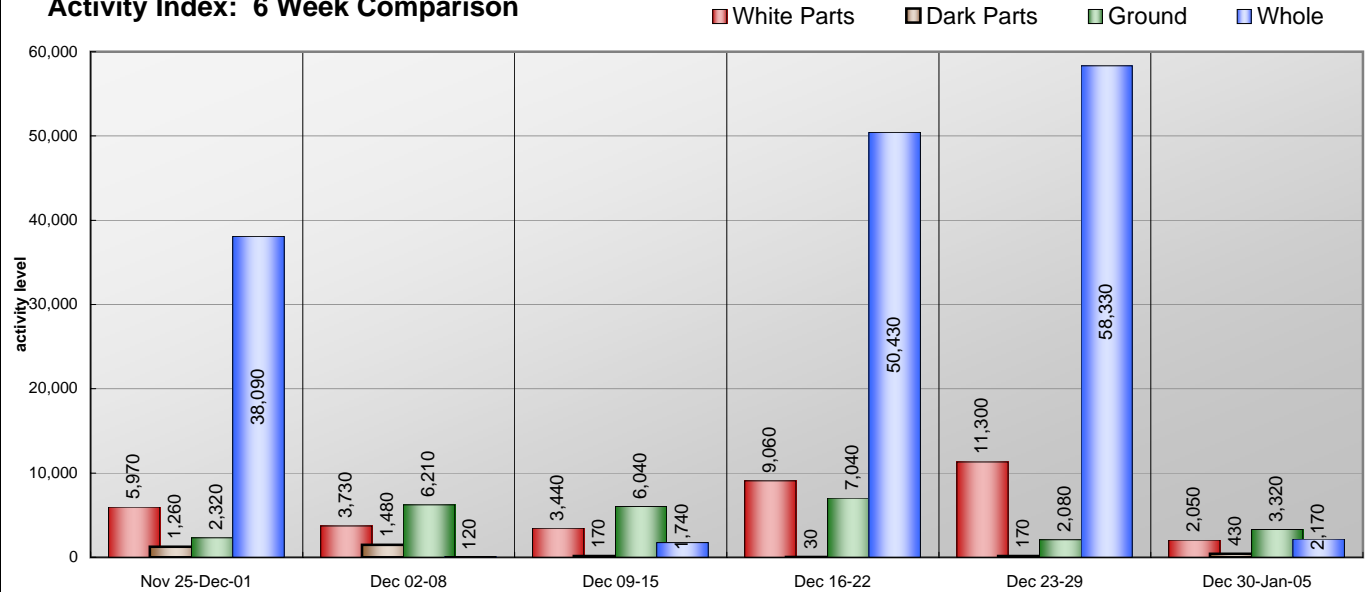
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	33.5% of 16,700 outlets		89.7% of 16,700 outlets	
Special Rate 4/	4.8%		3.5%	
Activity Index 2/	7,970		71,880	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	580	1.03	15,870	1.16
" - Toms	530	0.99	15,870	1.16
Frozen - Hens	530	1.19	13,350	0.92
" - Toms	530	1.19	13,240	0.92
PARTS:				
Breast:				
Bone-in, whole				
Fresh	130	2.10	3,820	2.15
Frozen	480	1.67	5,510	1.35
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh				
Rotisserie	1,110	4.75	1,950	6.64
Boneless, whole				
			20	3.69
Cutlets	110	3.84		
Strips	40	3.99		
Tenders	180	3.60		
Drumsticks				
Thighs	40	1.19		
Wings	20	1.39		
Necks	20	1.19		
Smoked Drumsticks	190	1.56		
Smoked Wings	160	1.59	170	1.58
Smoked Necks				
GROUND TURKEY:				
Patties	3,320	2.23	2,080	2.56
Sausage	250	2.25	430	2.46
85% lean	780	2.34	510	2.57
93% lean	420	1.62	280	1.58
Breast	1,760	2.21	570	2.40
	110	3.99	290	3.93

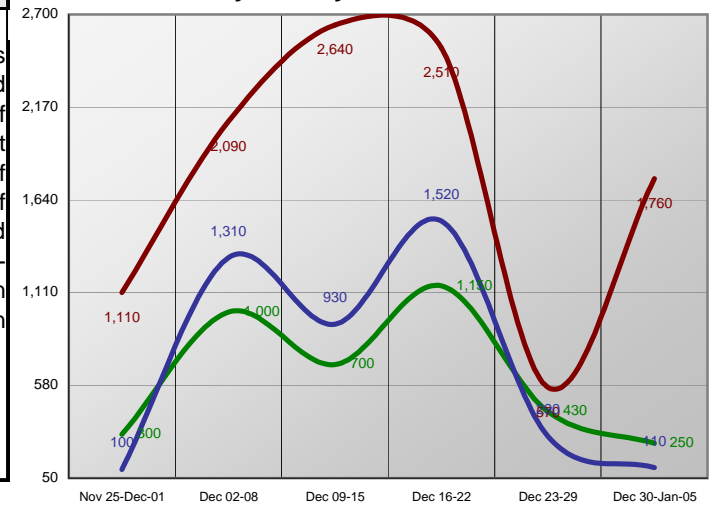
Activity Index: 6 Week Comparison



Turkey Featuring - 12/30 thru 01/05

Turkey features virtually disappeared from ad space this week following two huge promotional weeks. Barely a third of sampled stores are featuring any turkey item and most of these are limited to one item - typically ground turkey. Most activity is concentrated in the Northeast with barely 20% of sampled stores in the rest of the country running any kind of turkey promotions. Whole bird features are comprised mainly of a few hold-over promotions into the week at wide-ranging price levels. Ground turkey is seeing an increase in featuring but at lower average price levels with 93% lean ground turkey most commonly featured.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	47.3% of 8,200 sampled outlets 7.8% of stores w/ no-price promotions Activity Index = 5,550			21.3% of 4,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 1,260			18.2% of 3,600 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,160		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.89 - 1.49	450	1.05	0.89 - 1.19	130	0.95			
" - Toms	0.89 - 1.39	400	1.00	0.89 - 1.19	130	0.95			
Frozen - Hens				0.88	30	0.88	0.89 - 1.39	500	1.21
" - Toms				0.88	30	0.88	0.89 - 1.39	500	1.21
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.88 - 2.29	130	2.10						
Frozen	1.59 - 1.69	420	1.66	1.49 - 1.69	60	1.68			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	850	4.94	3.99 - 6.99	260	4.15			
Boneless, whole									
Cutlets	3.29 - 3.99	70	3.75	3.99	40	3.99			
Strips				3.99	40	3.99			
Tenders	3.49	140	3.49	3.99	40	3.99			
Drumsticks	1.19	20	1.19				1.19	20	1.19
Thighs	1.39	20	1.39						
Wings	1.19	20	1.19						
Necks									
Smoked Drumsticks	1.39 - 1.59	190	1.56						
Smoked Wings	1.59	160	1.59						
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.49	250	2.25						
Sausage	1.99 - 2.49	650	2.33	1.99 - 2.49	130	2.37			
85% lean	1.29 - 1.69	390	1.62	1.69	30	1.69			
93% lean	1.90 - 2.49	1,280	2.12	1.82 - 3.00	340	2.60	2.08	140	2.08
Breast	3.99	110	3.99						

Note: See page 1 for explanatory notes.